

KIMBEL LIBRARY AND INSTRUCTIONAL TECHNOLOGY STRATEGIC PLAN 2009-2014

Objectives for 2010-11

The Kimbel Library and Instructional Technology Unit of Coastal Carolina University consists of the Kimbel Library Departments (Public Services, Access Services, Collection Management, Library Technology and Systems and University Archives and Special Collections) and TEAL (Technology in Education to Advance Learning). This integrated unit provides resources and services to CCU students, faculty, and staff.

Vision Statement

As the academic heart of Coastal Carolina University, Kimbel Library and Instructional Technology is a dynamic partner for teaching and learning in a vibrant and organic space.

Mission Statement

The Kimbel Library and TEAL Center serves as a vibrant, student-centered intellectual gathering place offering portals to information and ideas that enhance learning and research for a successful, engaging and diverse community of learners. To accomplish this mission, the Kimbel Library and TEAL Center provides the resources, services, instruction, and facilities essential to support the high quality teaching and engaged learning of students and faculty of Coastal Carolina University. Kimbel Library and TEAL Center will employ highly qualified librarians and staff to develop creative and innovative technology, programming, support services, delivery methods, and real-life work opportunities for students to ensure that graduates of Coastal Carolina University are well-prepared for professional careers or graduate programs and prepared to be productive, responsible, healthy, information-literate citizens with a global perspective. (Approved January 2010)

Strategy 1. The Kimbel Library and TEAL Center is committed to improving the quality of education through development of, and access to, information and research services and resources that support student, faculty and staff success. (Strategy 1. Goal 1.2, Goal 1.3; Strategy 2. Goal 2.2. Goal 2.3; Supporting Strategy 3. Goal S3.1. Objective S3.1.3; Objective S3.1.4; Goal S3.2. Objective S3.2.1, Objective S3.2.2, Objective S3.2.3, Objective S3.2.4)

Goal 1. The Kimbel Library will develop, manage, and provide access to library collections that support teaching and learning.

Objective 1.1. Will assess two unique subject areas of the collection for age, gaps, and to identify materials that no longer support the research and pedagogical needs of users. Will identify and purchase foundational materials using *Resources for College Libraries* or other bibliographic tools to ensure support of the curriculum.

Assessment: comparative data on age of collection and call numbers related to discipline; data using bibliographic analysis tools

Completion:

Objective 1.2. Will implement a streamlined ordering process that will incorporate a faculty request system, vendor-supplied order and brief bibliographic records and batch loading of MARC records for new acquisitions. Will improve quality of catalog records.

Assessment: online forms for ordering, receiving bib records from vendor, batch loading procedures, authority control

Completion:

Objective 1.3. Will provide new technologies and equipment to ensure student success. (the new cameras, camcorders, etc., steady state on laptops).

Assessment: circulation statistics will increase; fewer laptops on problem shelf

Completion:

Objective 1.4. Will re-design the library web pages for improved access and will enhance the OPAC to include newer technologies, such as spell checking, improved indexing, etc.

Assessment: web page usability studies, improved use of OPAC

Completion:

Objective 1.5. Will actively promote new acquisitions through improved communication between liaisons and faculty, by use of displays, and by improved visibility on library's web site

Assessment: new acquisitions list distributed to faculty, new display of library materials

Completion:

Objective 1.6 Will reduce the number of locations within the library allowing for easier access to materials (move media, library reserves, and reference materials into main stacks).

Assessment: new location codes in OPAC

Completion:

Objective 1.7 Will complete implementation of ILLIAD interlibrary loan processes.

Assessment: increased usage of ILL; improved customer satisfaction

Completion:

Objective 1.8. Will develop plans and programming for archives and special collections.

Assessment: collection development policy, re-configuring area for special collections and archives

Completion:

Goal 2. The development of strategic partnerships will expand opportunities for service and access to resources.

Objective 2.1. Will continue partnership with PASCAL, Carolina Consortium, Lyrasis and other consortiums to leverage access to services, resources and shared collections.

Assessment: Evidence of new services, resources, and collections as a result of collaboration

Completion:

Objective 2.2. Will participate in SC Digital Library to preserve local and regional history and to make such information available to the public.

Assessment: New collections added to Digital Library

Completion:

Goal 3. The library will use assessment effectively to improve services.

Objective 3.1. Reference will improve collection of statistics.

Assessment: new statistics collection tool

Completion:

Objective 3.2. LibQual data will be used to make improvements to services and resources.

Assessment: changes based on LibQual

Completion:

Goal 4. The Kimbel Library and TEAL will serve as a resource center for copyright concerns.

Objective 4.1. Will develop copyright policies and procedures.

Assessment: Policies posted on the university website

Completion:

Strategy 2: Through training and instruction, the Kimbel Library and TEAL CENTER will develop information, media and technology literate students, faculty and staff. (Strategy 2. Goal 2.2; Supporting Strategy 3. Goal S3.1. Objective S3.1.4; Goal S3.2. Objective S3.2.1, Objective S3.2.2, Objective S3.2.3, Objective S3.2.4)

Goal 1. Information literacy instruction will be integrated throughout the curriculum.

Objective 1.1 Will evaluate the current library instruction program using ACRL's *Information Literacy Competency Standards for Higher Education* and *Characteristics of Programs of Information Literacy that Illustrate Best Practices: A Guideline*.

Assessment: Written document

Completion:

Objective 1.2. Will develop a program of library instruction that allows for both face-to-face and online instruction.

Assessment: Written document and on web page.

Completion:

Objective 1.3. Will use emerging technologies to deliver library instruction, including developing videos.

Assessment: use of new formats for instructional materials, including evaluation and analysis of videos

Completion:

Objective 1.4. Will integrate library services into established courses through course management software (Blackboard).

Assessment: usage statistics

Completion:

Goal 2. The TEAL Center will provide training and support for faculty and staff in technologies that support teaching and learning.

Objective.2.1. Will pilot using LibGuides for BB and technology training materials. Will develop a standard documentation model and integrate Lib Guides as part of the documentation process and a searchable source

Assessment: increased usage of guides

Completion:

Objective 2.2. Expand “boot camp” offerings to other times and formats

Assessment: evidence of expanded offerings, faculty evaluations

Completion:

Objective 2.3: Will develop plans for implementation, training, and pilot courses in newest version of BB.

Assessment: feedback from faculty piloting BB

Completion:

Objective 2.4. Will work with faculty to make Blackboard more accessible to students with special needs

Assessment: evidence of improved accessibility

Completion:

Strategy 3: The Kimbel Library will provide facilities that meet patron and staff needs. (Strategy 2. Goal 2.3. Objective 2.3.1; Goal 2.4. Objective 2.4.4; Strategy 3. Goal 3.1. Objective 3.1.2, Goal 3.3. Objective 3.3.2)

Goal 1. Improved work spaces will improve efficiency and service.

Objective 1.1. Will develop plans to re-configure the following departments: access services, public services, and collection management and systems.

Assessment: new floor plans, reconfiguration of departments

Completion:

Goal 2. The Kimbel Library will be maintained as a student-centered and student-focused facility.

Completion:

Objective 2.1. Will provide more comfortable noise level (noise system and 2nd floor noise policy enforcement)

Assessment: fewer complaints about noise

Completion:

Objective 2.2. Will provide secure building 24/5 (addition of security during late night as well as extended hours of 35 hr temp position for ample staff coverage)

Assessment: campus safety presence in building, fewer incidents and complaints during late night hours

Completion:

Strategy 4: The Kimbel Library and TEAL Center will effectively market its resources and services to improve accessibility and increase awareness of the library's role in the university. (Supporting Strategy 1. Goal S1.2. Objective S1.2.1; Supporting Strategy 3. Goal S3.3)

Goal 1. Kimbel Library and Instructional Technology will participate in outreach to students, faculty, and staff .

Objective 1.1. Will highlight the value of libraries during National Library Week, Banned Books Week, and other orientation activities

Assessment: programming notes, participation statistics, and evaluation of activities

Completion:

Objective 1.2. Utilize multiple outlets and resources to promote and publicize TEAL Center and Library offerings

Assessment: new advertising and marketing materials

Completion:

Strategy 5. The Kimbel Library and TEAL Center will attract and retain highly qualified faculty and staff, who are engaged in the profession and abreast of emerging trends and technologies in their areas of responsibility. (Strategy 3. Goal 3.1. Goal 3.2. Objective 3.2.1)

Goal 1. Faculty and staff will be recognized as leaders in the profession.

Objective 1.1. Will participate in conference, workshops, and online seminars to actively engage in professional development.

Assessment: reports on professional development activities through conference participation, webinar participation, TLT group seminars

Completion:

Strategy 6: The Kimbel Library and TEAL Center will develop student workers who are competent, have a strong work ethic, and possess the relationship skills necessary to succeed in a competitive work environment. (Strategy 1. Goal 1.1. Objective 1.1.4; Strategy 2. Goal 2.2. Objective 2.2.5)

Goal 1. Student workers will possess the knowledge, skills, and abilities to serve the library's patrons now and to be competitive in the marketplace.

Objective 1.1. Will receive training in research and information skills in an environment that values and supports personal integrity, civility, and respect for others.

Assessment: development of training materials; evaluation forms for students

Completion:

Objective 1.2 LIFE students will receive training in job and research-related skills

Assessment: program evaluation of LIFE students

Completion: